

## CLAIMS

1. A display strip for holding and aligning a plurality of commodity-containing bags vertically for the display,

which comprises at least a substrate layer and a sealant layer, with the sealant layer containing an ethylene-vinyl acetate copolymer and an adhesive promoting tackifier.

2. The display strip according to claim 1, wherein the surface of the commodity-containing bags is bondable to the sealant layer by heat sealing, and when the sealant layer and the surface of the bag bonded by heat sealing are separated, the peeling is taken place in the interface between the sealant layer and the surface of the bag.

3. The display strip according to claim 1, wherein the surface of the bag is bondable to the sealant layer by heat sealing, and when the surface of the bag is separated from the sealant layer, the peeling is taken place in the interface between the sealant layer and the surface of the bag, the peeling starting applied with an initial load lower than a tensile breaking strength of the surface layer of the bag and a load corresponding to the initial load being needed to be applied continuously or intermittently until the peeling is completed.

4. The display strip according to claim 1, 2 or 3, wherein the ethylene-vinyl acetate copolymer has a vinyl acetate content of 8 to 42 weight %.

5. The display strip according to claim 1, 2 or 3,

wherein the adhesive promoting tackifier is at least one resin selected from the group consisting of a rosin resin, a terpene resin, an aliphatic hydrocarbon resin, an alicyclic hydrocarbon resin and an aromatic hydrocarbon resin.

6. The display strip according to claim 1, 2 or 3, wherein the sealant layer includes 70 to 95 weight % ethylene-vinyl acetate copolymer and 5 to 30 weight % adhesive promoting tackifier.

7. The display strip according to claim 1, 2 or 3, wherein the sealant layer is formed on substantially all over the surface.

8. The display strip according to claim 1, 2 or 3, wherein the substrate layer comprises a biaxial oriented polypropylene, a biaxial oriented polyethylene terephthalate, a metal foil, a paper or a laminate thereof.

9. The display strip according to claim 1, 2 or 3, wherein a polyethylene layer is further formed between the substrate layer and the sealant layer.

10. The display strip according to claim 9, wherein polyethylene is extruded between a film, containing an ethylene-vinyl acetate copolymer and an adhesive promoting tackifier, and a biaxial oriented polyethylene terephthalate film to make the lamination.

11. The display strip according to claim 9, wherein a biaxial oriented polyethylene terephthalate film is laminated on the polyethylene layer of the laminated film comprising a layer containing an ethylene-

vinyl acetate copolymer and an adhesive promoting tackifier, and a polyethylene layer.

12. The display strip according to claim 1, 2 or 3,  
5 wherein a sealant layer is formed on the surface of  
the bag.

13. The display strip according to claim 12,  
wherein the sealant layer comprises a heat-sealable  
10 biaxial oriented polypropylene film.